

J-25-J		6/10/98	
SUBJECT: Implementation of RJR Promotions			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	_____ Sales Rep	
<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

Sales		Retail	
1221 _____		1222 _____	
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1242 _____		1243 _____	
1243 _____		1244 _____	

FCM
 FC SC
 MC PA
 RSM RBM

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The following letter was U.S. mailed to all of our retail accounts (75+ industry CPW) and all wholesalers. In the case of chain stores, letter was mailed only to chain headquarters.

Please note the next to last paragraph re: RJR Reps contacting these accounts in near future. You should refer to FSC-96-B, 6/2/98, from J. V. Maguire for details.

Program Contacts: Your Manager
Your Area Manager of Operations

R. J. REYNOLDS TOBACCO COMPANY

51851 8680